



LittleBIGPlanet™

Prototype Review



Agenda

- LBP PSP Prototype Review
 - Greenlight Stage

...but first...

- LBP Franchise Update





Franchise Update

LBP Franchise Update

- PS3
 - Sales
 - DLC
 - Impact on Online services



LBP PSP History

- Marketing's Requirements
 - Replicate,
 - Complement,
 - Or work with...the PS3 game



LBP PSP History

- May Greenlight Agreed:
 - LBP PSP: 'Play, Create, Share'
 - LBP PSP: 'Create On The Move'



LBP PSP Development

- Cambridge Studio
 - ‘Play, Create, Share’ – 4 months ago
 - ‘Create On The Move’ – 1 month ago





LittleBIGPlanet™



Prototype Review

PLATFORM:

PSP

DISTRIBUTION:

NP

UMD

STUDIO / DEVELOPER:

XDev Europe + WWS Cambridge

GENRE:

CREATIVE GAMING

TARGET RATING:

7+



ALPHA:

APR 09

BETA:

JUL 09

MASTER:

OCT 09

PLAYSTATION STORE DEMO :

OCT 09



NP FUNCTIONALITY:

DLC, AD-HOC Sharing, Full INFRASTRUCTURE Sharing and Community

KEY CONTACT:

Introduction

The Philosophy

- **LBP PSP**
 - ‘Play, Create, Share’



LBP PSP — 'Play'

'AAA' Quality Platform Levels

- Sackboy
- Full physics world
- Core interactions



The LBP 'Play' experience

LBP PSP — 'Play'

A new game

- 35 original levels
- Seven new themes
 - Australia...China...Persia
 - Sahara...Alps...Hollywood
 - Brazil



LBP PSP — 'Create' *Create*

Sackboy builds his world

- Full 'Popit' functionality
- Build Levels
- Dynamic machines
- Decorate and Sticker



LBP PSP — 'Share'

Share

Full LBP community

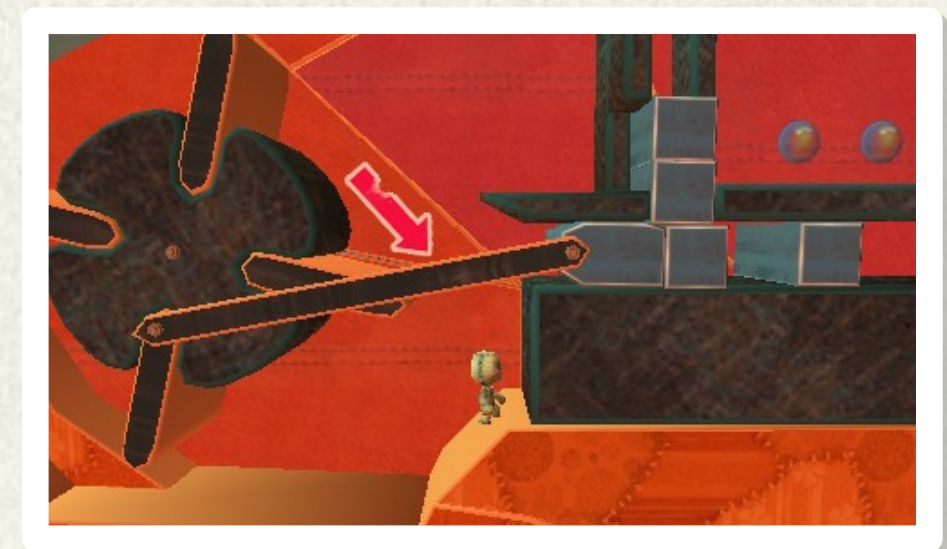
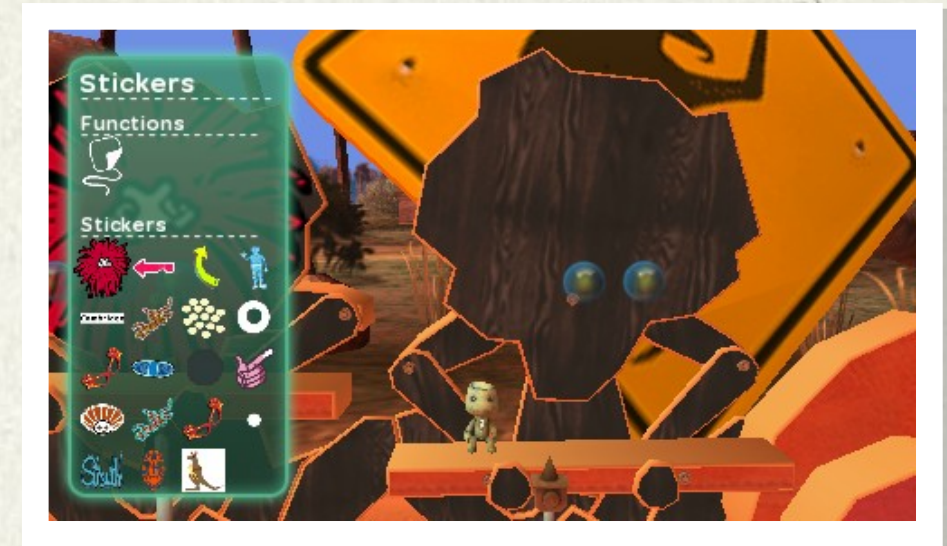
- Upload / download levels
- Messaging system
 - – score posting, commenting, tagging
- PSP / PS3 interactivity



Prototype Milestone

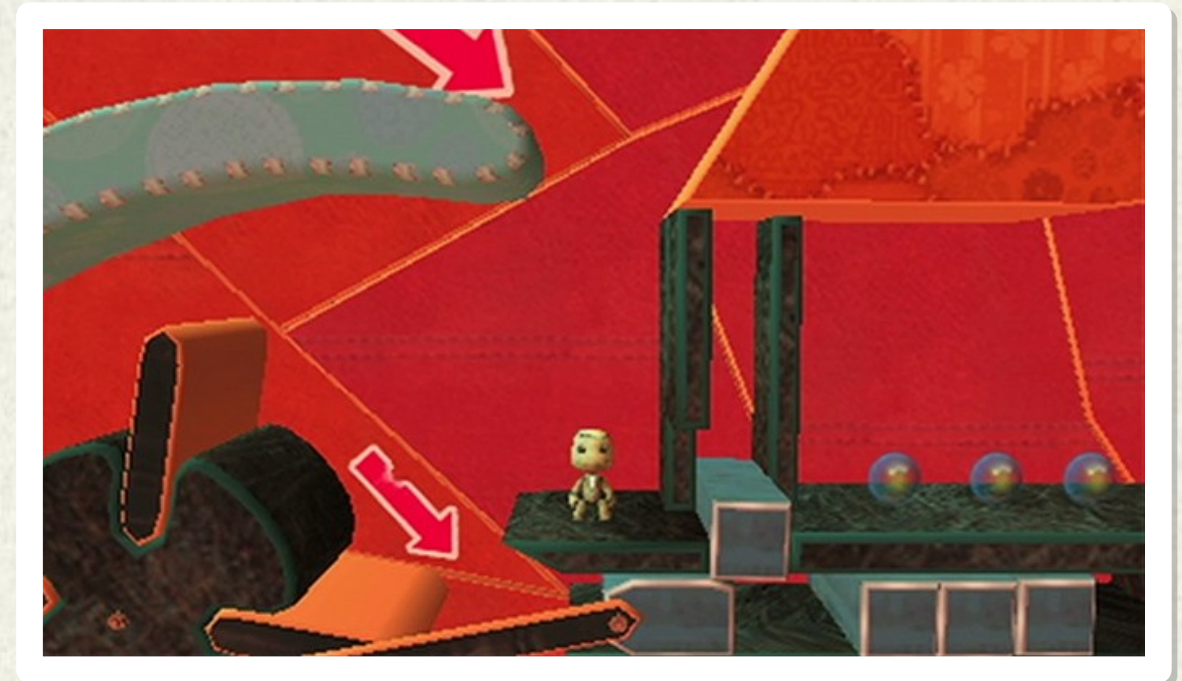
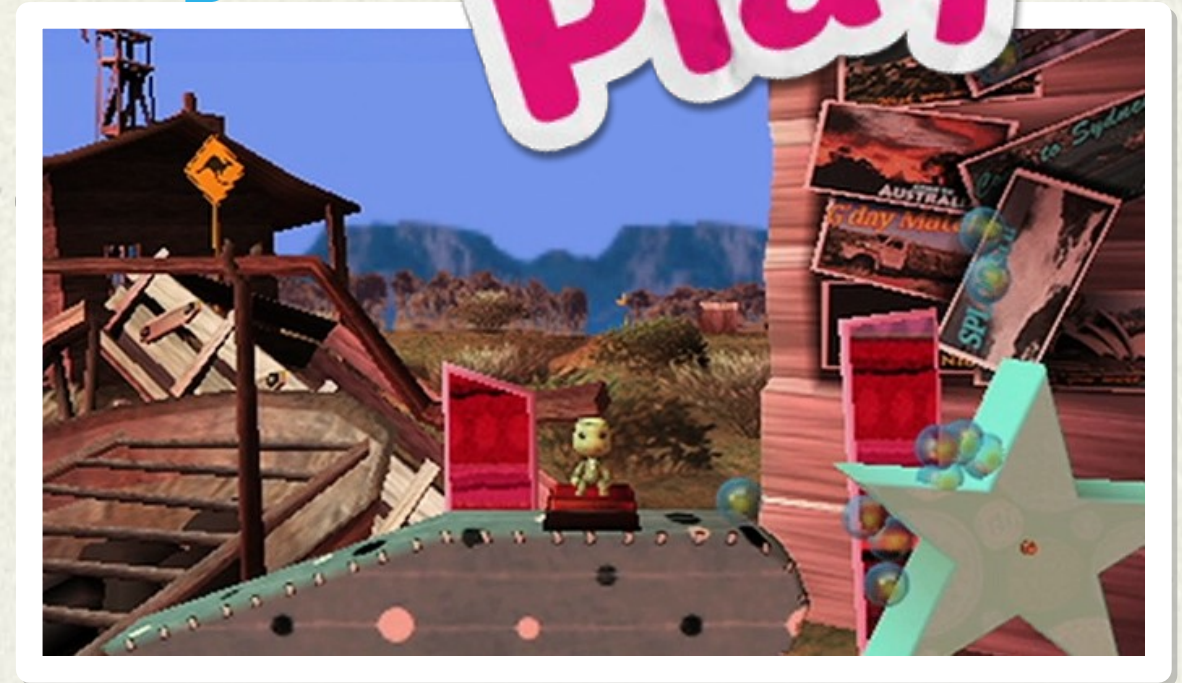
Prototype Milestone

- **Completed 20th Nov**
- **Deliverables**
 - Play
 - A full level running on PSP
 - Create
 - A functioning level creation Editor
 - Share
 - Full “Share” functionality plan



Prototype – ‘Play’

- One entire level, featuring
 - Sackboy
 - Physics Objects
 - A new theme
- Sticker Placement



Prototype – ‘Create’

- Creation Editor, which features...
 - Level construction
 - Dynamic objects
 - Material placement
- Prototype “Paint” mode running on debug

Prototype – ‘Share’

- Share – The Plan
 - Build on existing experience
 - Take LBP PS3 server code and convert to PSP



**First
Publishable**

First Publishable

- Play
 - All game functionality
 - Across a number of levels
- Create
 - All game functionality in PC Editor
 - Some game functionality in PSP Editor
- Share
 - Transfer content to-and-from PSP
 - “Community Moon” server space



First Publishable

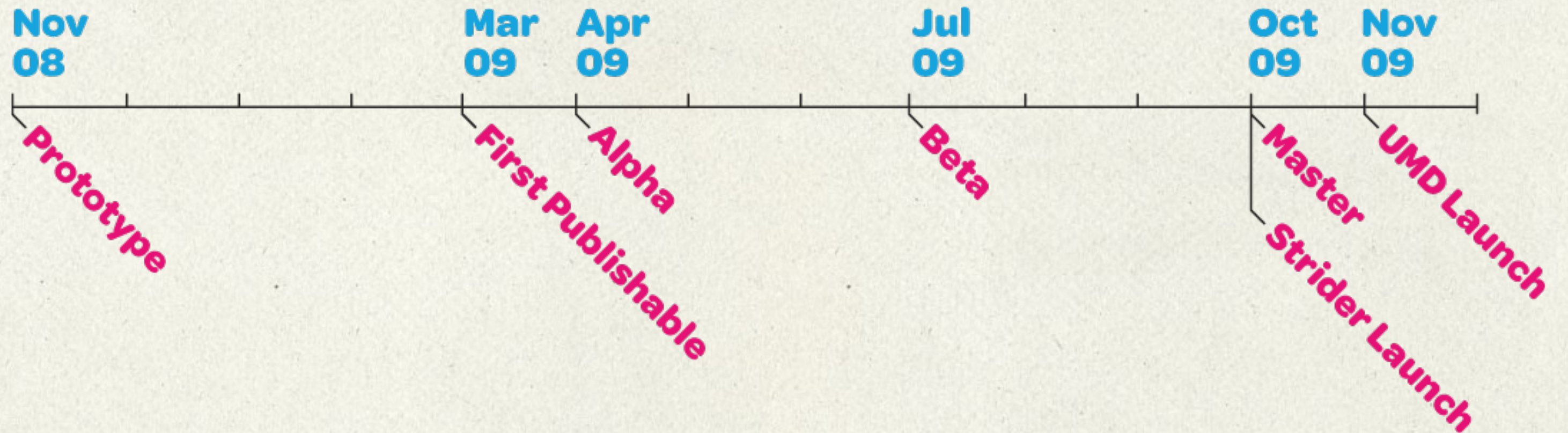
- When
 - March '09



Business Case

Dates

- AAA Day One Strider launch: Oct '09
- UMD launch: Nov '09



Financials

- 468.6 Man Months
- £3,159,860 = \$4,836,980 =
€3,736,856
- Breakeven: 303,617
- 15% ROI: 349,160
- 35% ROS: 500,479

Summary

- **LBP PSP**
 - ‘Play, Create, Share’
- **‘AAA’ title for Strider Launch**



Appendix

Breakeven

PRIMARY PRODUCT UNITS REQUIRED FOR BREAK EVEN

		Price Points				
Originating Curr	€	5.66	11.25	29.00	20.00	23.00
Display Curr	\$	7.98	15.85	40.86	28.18	32.41
Global Marketing Spend \$	0.50m	1,484,952	521,744	170,524	258,889	220,757
	1.00m	1,613,730	566,991	185,312	281,340	239,901
	3.00m	2,128,840	747,977	244,465	371,145	316,479
	5.00m	2,643,950	928,963	303,617	460,950	393,057
	10.00m	3,931,726	1,381,428	451,498	685,463	584,501
	15.00m	5,219,502	1,833,894	599,380	909,976	775,945

Net Revenues

TOTAL NET REVENUES FOR BREAKEVEN (PRIMARY & ANCILLIARY UNITS) (\$)

		Price Points					
Originating Curr	€	5.66	11.25	29.00	20.00	23.00	
Display Curr	\$	7.98	15.85	40.86	28.18	32.41	
Global Marketing Spend \$	0.50m	11.0m	7.7m	6.5m	6.8m	6.7m	
	1.00m	12.0m	8.4m	7.0m	7.4m	7.2m	
	3.00m	15.8m	11.0m	9.3m	9.7m	9.5m	
	5.00m	19.6m	13.7m	11.5m	12.1m	11.8m	
	10.00m	29.2m	20.4m	17.2m	18.0m	17.6m	
	15.00m	38.7m	27.0m	22.8m	23.8m	23.4m	

15% ROI

PRIMARY PRODUCT UNITS REQUIRED FOR 15% ROI

		Price Points				
Originating Curr	€	5.66	11.25	29.00	20.00	23.00
Display Curr	\$	7.98	15.85	40.86	28.18	32.41
Global Marketing Spend \$	0.50m	1,707,695	600,006	196,103	297,722	253,871
	1.00m	1,855,789	652,039	213,109	323,541	275,887
	3.00m	2,448,166	860,173	281,134	426,817	363,951
	5.00m	3,040,543	1,068,308	349,160	530,093	452,015
	10.00m	4,521,485	1,588,643	519,223	788,282	672,176
	15.00m	6,002,427	2,108,978	689,287	1,046,472	892,337

35% ROS

PRIMARY PRODUCT UNITS REQUIRED FOR 35% ROS

		Price Points				
Originating Curr	€	5.66	11.25	29.00	20.00	23.00
Display Curr	\$	7.98	15.85	40.86	28.18	32.41
Global Marketing Spend \$	0.50m	4,477,731	978,359	280,646	439,620	370,202
	1.00m	4,863,236	1,062,824	305,469	478,362	402,171
	3.00m	6,422,196	1,402,953	402,712	630,729	530,855
	5.00m	7,967,067	1,741,216	500,479	783,748	658,876
	10.00m	11,855,001	2,590,316	742,978	1,163,868	980,154
	15.00m	15,677,041	3,440,003	987,651	1,546,777	1,301,636

The End



Contact: